



Town of Arlington, Massachusetts
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Minutes 07/18/2012

Arlington Committee on Tourism and Economic Development Minutes

Meeting date: Wednesday, July 18, 2012

Clerk of the day: Kirsi Allison-Ampe

Present:

Members: Angela Olszewski (AO), Roland Chaput (RC), Ted Peluso (TP), Sharon Shaloo (SS), Kirsi Allison-Ampe (KAA), Clarissa Rowe (CR), Joe Curro (JC)

Members absent: Bob Bowes (initially present, but left to attend to storm-related damage), JoAnn Robinson, Howard Winkler, Carol Kowalski (CK), Tom Davison (TD)

Visitors: Hugh McCorry, Secretary, Uncle Sam Committee; Pamela Miester, President, Arlington Historical Society; Ed Gordon & Janet O'Riordan, Old Schwamb Mill; Roly Chaput also representing Dallin Museum; Lawrence McKinney, Uncle Sam Committee (arrived later).

Called to Order 7:17pm. Meeting held upstairs in Dallin Museum because lower level locked. Signs posted on door so all aware. Visitors to meeting joined group around 7:45pm.

Acceptance of Minutes: postponed to next meeting. Misspellings to be corrected.

Treasurers Report: RC reported that as of statement 6/11/12, \$1225 remained in account. He needs documentation for reimbursement asap for FY12. AO uncertain if reimbursed for Town Day booth.

Website:

Hosting: Various hosting options discussed. Motion by CR: KA and SS are authorized to find hosting site to cost up to \$500 for 3 years website hosting. 2nd by RC, motion passed.

Website: SS working on overall structure, her thinking is everyone will take segments to update or fill.

Town Day:

Tent: RC had forwarded information about various options to ATED members. Motion by CR: Authorize RC to purchase the second tent discussed. 2nd by KAA. No further discussion. Motion passed unanimously. RC volunteers to store tent in his garage.

Moxie tasting: proposed by AO as part of booth activity. Everyone liked idea. SS volunteered to try to get some Moxie donated to ATED; AO mentioned other supplies needed. Motion by SS: move to authorize up to \$250 for Town Day Booth supplies. 2nd by CR. Motion passed unanimously.

Master Plan Process: tabled.

Directional Sign Design Project:

Discussion: CR: RFP will come out of Town Manager office; CR will help them. ATED's role is to help and advise. Project will go out to bid; CR hopes to include historic signage examples.

Tentative schedule: RFP by end of July; look at it in August; start work by mid-September.

Signs: not site specific, rather directional signaling areas off Mass Ave. Project is to produce prototype sign. To include Dallin Museum, Old Schwamb Mill, Jason Russell house, Entrance scenic byway, Uncle Sam. Other

potential areas to include: burying ground, Armenian Cultural Center.

Part of process will be to hold public meeting to discuss info/documentation needed.

Signage Design process was reviewed and recapped for representatives from local sites.

First preliminary Design Meeting

2nd meeting: 2 or 3 concepts, wording graphics, legibility. To meet at site. Solicit thoughts where signs should go.

3rd meeting: presenting of preferred design.

Other signage discussion: trying to find motifs to use (ovals?); map with all sites.

CR asked all sites to give a paragraph about their site: historic significance, challenges.

Master Plan: no update.

Scenic Byway: CR has spoken to Richard from Lexington: Federal program is out of funds; they think project should go for state funding. She and Richard will talk to State Senators about funding.

Outreach:

Update on meeting with Jonathan Hyde from Mass Tourism given by AO.

Update on Arlington International Film Festival given by AO; she and TP met with them; they hope to sell 1000 tickets, are interested in pole banners, and would like to use their festival to promote Arlington. TP would like to help connect them with fundraisers.

Update on Rotary Breakfast: AO, CR, others attended.

Update on Chamber Networking BBQ: AO met with general manager of hotel.

Arlington Alive:

Update: SS attended Arlington Alive followup meeting. Many ideas being discussed, interest in forming "Arlington Cultural Commission," exact role not yet clarified. TP volunteered to be outreach for ATED with Arlington Alive.

JC points out Arlington Cultural Commission exists in bylaws but has not been staffed.

Meeting adjourned at 9:00pm.